



## Sponsorship Guide for Clubs and Societies

**Use this guide to understand sponsorship and plan your approach.**

### What is a Sponsorship?

Sponsorship is a partnership where a business supports your club or society in return for agreed benefits, such as promotion or engagement.

It is a two-way agreement – you receive support, and the sponsor receives value in return.

### New to sponsorship?

- 1. Read this guide**
- 2. Prepare your proposal**
- 3. Use the checklist** (found in the Committee Resource Hub)
- 4. Complete the contract form** (found in the Committee Resource Hub)

### Key Principles (Before you start)

- **Sponsorship is two-way** - you must give something back
- **Be realistic** - only agree to what your club/society can deliver
- **Keep agreements short-term** - committees change each year
- **Work with the right sponsors** - there must be clear mutual benefit

### What You Can Get and Offer

#### What Sponsors Can Offer You

It's not just about money. Sponsors can support your club in different ways:

#### 1. Funding

Money to support your club/society (e.g. equipment, events, travel)

#### 2. Provide Clothing

Free or discounted kit with the sponsor's logo

Please check with the SU that any kit is line with the agreement with Akuma.



### 3. Discounts

Money off products, services, or events for your members

### 4. Facilities or Venue

Access to spaces, equipment, or venues you wouldn't usually have

## What You Can Offer a Sponsor

You offer more than just a logo. Think about what value your club/society brings:

### 1. Advertising

Promote the sponsor through kit, social media, and events

### 2. Bringing business

Visit, use, or host events at their venue

### 3. Helping with promotions

Support events, campaigns, or act as ambassadors

### 4. Sharing your expertise

Get involved in activities (e.g. coaching, events, community work)

### 5. Fundraising support

Help sponsors with charity work or community impact

**Tip:** Think about what your club/society is good at and how that could benefit a sponsor.

## What Not to Do

- **No banned sponsors**

No bars/pubs (except Tramps), pizza companies (or food delivery companies), or letting agents

- **No contract = no sponsorship**

You must complete the official SU sponsorship contract

- **No signatures = not valid**

Must be signed by:



- Your club/society
  - The sponsor
  - SU (VP Student Activities + CEO)
- **No SU approval = no protection**  
If it's not signed by the SU:
    - It isn't recognised
    - You are personally responsible for any issues
    - If it's not approved and signed by the SU – don't do it.

## Step-By-Step Guide

To help you through the process of finding and securing sponsorship we have produced a step-by-step guide. This guide takes you through the recommended six steps you should follow to obtain sponsorship for your club or society.

### 1. Find your Sponsor

Look for businesses you already use or local companies who would benefit from student exposure.

Not sure? Check with the SU first

### 2. Introduce Yourself

Contact them with a short email or proposal explaining:

- Who you are
- What you want
- What you can offer
- Why it benefits them

### 3. Prepare your proposal and talk to us

Share your proposal with the SU before moving forward  
They'll check it's allowed and realistic

### 4. Meet with the Sponsors

Discuss the deal with the sponsor and agree:

- What they give you
- What you give in return

### 5. Complete the Sponsorship Agreement

Fill in the official SU sponsorship contract  
Be clear and specific to avoid issues later

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## 6. Get it Signed

The agreement must be signed by:

- Your club/society
- The sponsor
- SU (VP Student Activities + CEO)

### Key Reminder

**No contract + no SU approval = YOU are liable.**

## Next Steps

1. Complete your proposal
2. Use the Sponsorship Checklist
3. Fill in the Sponsorship Contract (using the Completion Guide in the Committee Resource Hub)

Remember we are here to support you. Don't do anything you're not sure about and always ask. When contracts and money get involved, things can occasionally get tricky so we all need be sure you are doing the right thing and are here to help you. If in doubt, just ask us.